

IN THE CLAIMS:

Please amend the claims as follows:

5. (amended) A multimedia delivery apparatus, comprising:

(a) a database containing multimedia content records and references to media files for a multimedia presentation, and

Al (b) a software delivery engine associated with said database and executable on a computer for seamlessly accessing a content record in said database means and locating and displaying, as one seamless multimedia application, media elements referred to in that content record, whether said media elements are stored on a local storage device or stored remotely on an Internet server.

Please add the following new claims:

Sub
B3

7. An apparatus as recited in claim 1:
wherein at least one of said multimedia content records includes a field that contains at least one custom tag;
wherein said software engine is configured to read said custom tag;
wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;
wherein said software engine reads said multimedia content record; and
wherein said at least said portion of said content page is passed to a browser component of said software engine and displayed.

8. An apparatus as recited in claim 7:

wherein said software engine generates a temporary local copy of at least a portion of a content page from that multimedia content record for display; and
wherein said displayed content page contains at least one custom tag for further navigation.

Sub
B4

9. An apparatus as recited in claim 2:
wherein at least one of said multimedia content records includes a field that contains at least one custom tag;
wherein said software engine is configured to read said custom tag;
wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;

wherein said software engine reads said multimedia content record; and
wherein said at least said portion of said content page is passed to a browser
component of said software engine and displayed.

10. An apparatus as recited in claim 9:

wherein said software engine generates a temporary local copy of at least a
portion of a content page from that multimedia content record for display; and
wherein said displayed content page contains at least one custom tag for further
navigation.

11. An apparatus as recited in claim 3:

wherein at least one of said multimedia content records includes a field that
contains at least one custom tag;
wherein said software engine is configured to read said custom tag;
wherein said custom tag instructs said engine to fetch a corresponding
multimedia content record from said database;
wherein said software engine reads said multimedia content record; and
wherein said at least said portion of said content page is passed to a browser
component of said software engine and displayed.

12. An apparatus as recited in claim 11:

wherein said software engine generates a temporary local copy of at least a
portion of a content page from that multimedia content record for display; and

wherein said displayed content page contains at least one custom tag for further navigation.

Sub
B4

13. An apparatus as recited in claim 4:
wherein at least one of said multimedia content records includes a field that contains at least one custom tag;
wherein said software engine is configured to read said custom tag;
wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;
wherein said software engine reads said multimedia content record; and
wherein said at least said portion of said content page is passed to a browser component of said software engine and displayed.

A2

14. An apparatus as recited in claim 13:
wherein said software engine generates a temporary local copy of at least a portion of a content page from that multimedia content record for display; and
wherein said displayed content page contains at least one custom tag for further navigation.

Sub
B7

15. An apparatus as recited in claim 5:
wherein at least one of said multimedia content records includes a field that contains at least one custom tag;
wherein said software engine is configured to read said custom tag;

wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;
wherein said software engine reads said multimedia content record; and
wherein said at least said portion of said content page is passed to a browser component of said software engine and displayed.

16. An apparatus as recited in claim 15:

wherein said software engine generates a temporary local copy of at least a portion of a content page from that multimedia content record for display; and
wherein said displayed content page contains at least one custom tag for further navigation.

17. A method as recited in claim 6:

wherein at least one of said multimedia content records includes a field that contains at least one custom tag;
wherein said software engine is configured to read said custom tag;
wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;
wherein said software engine reads said multimedia content record; and
wherein said at least said portion of said content page is passed to a browser component of said software engine and displayed.

18. An apparatus as recited in claim 17:

wherein said software engine generates a temporary local copy of at least a portion of a content page from that multimedia content record for display; and

wherein said displayed content page contains at least one custom tag for further navigation.

19. An apparatus for accessing and displaying multimedia content, comprising:

(a) a database containing multimedia content records and references to media files for a multimedia presentation; and

(b) a software engine, executable on a computer, said software engine seamlessly accessing a content record in said database and locating and displaying media elements referred to in that content record;

(c) wherein at least one of said multimedia content records includes a field that contains at least one custom tag;

(d) wherein said software engine is configured to read said custom tag;

(e) wherein said custom tag instructs said engine to fetch a corresponding multimedia content record from said database;

(f) wherein said software engine reads said multimedia content record; and wherein said software engine generates a temporary local copy of at least a portion of a content page from that multimedia content record for display;

(g) wherein said at least said portion of said content page is passed to a browser component of said software engine and displayed; and

B7
as

(h) wherein said displayed content page contains at least one custom tag for further navigation.

add B7